

Lodging Tax Advisory Meeting
March 18, 2016
Meeting Minutes

In Attendance: Candace Pratt, Shelli Robb-Kahler, Marsha Massey, Marcella Stachurski, Barbara Hanna.

Barbara noted that there was an addition to the agenda to review the grant extension and follow-up materials for the Museum and Arts Center brochure. Later in the meeting, a grant request was received for the Tour de Lavender.

December 14, 2015 Meeting Minutes –Shelli moved and Marcella second that the minutes from the December 14, 2015 meeting be approved. The motion passed unanimously.

YTD Lodging Tax – YTD Lodging Tax was reviewed. The City of Sequim Lodging Tax numbers are up approximately 10% over last year and up 39% over the budget.

Tourism Enhancement Grants:

- **Sequim Irrigation Festival:** Marsha moved and Marcella second that the grant be approved for the actual cost of City services, up to \$12,000. The motion passed with 3 votes. Shelli abstained due to the Chamber's connection to the festival.
- **Sequim Lavender Festival:** Marcella moved that the grant application be approved in the actual cost of City services to support the Lavender Festival as outlined in the 2016 contract with the City. Marsha second the motion, it passed unanimously.
- **Dungeness Cup:** Shelly moved and Marcella second that the grant request for \$5000 be approved as already approved in the 2016 budget. The motion passed unanimously.
- **North Olympic Discovery Marathon:** The grant request was for \$1500. Candace moved and Marsha second that the grant be approved for \$1000. The motion passed unanimously.
- **Museum and Art Center:** The LTAC had approved a grant for \$1000 in 2014 for the creation of a brochure to market the museum on military bases. It was requested and approved that the grant be extended to 2015. The project was not

completed until 2016. An extension request and follow-up paperwork was submitted for the meeting. Shelli moved that the LTAC approve up to \$400 to the Museum to cover the cost of printing the brochure and documented mileage for delivery. Marsha second the motion, and it passed unanimously.

- **Tour de Lavender:** The Sequim Lavender Farmers Association requested \$3000 to support the biking event. Marsha moved and Shelli second that \$2000 be approved. The motion passed unanimously.

Marketing Tools:

- **Pad Map** –Barbara noted that the map was reprinted last September. She and Jodi at the Chamber have agreed that the map will be reprinted in June for the summer season.
- **Boys in the Boat** - Thanks to Shelli for helping to coordinate a meeting with VIC volunteers to discuss a potential map directing visitors to locations of interest connected with Joe Rantz and the Boys in the Boat. Barbara has invited Judy Stipe from the Museum. They will meet on March 30 to determine if there is enough content to develop a map.

Ads- are now running in:

- NW Cyclist
- Outdoor NW
- Culinary Loop Travel Planner
- NW Travel & Life

Barbara noted that she will again place ads in the Seattle Met destination page for four months, but that option is no longer available for Portland Monthly.

Articles – Barbara circulated recent articles that featured Sequim. The articles ran in:

- NW Cyclists – cover photo
- The Daily Echo – from Great Britain

Website – Barbara reported that the visitsunnysequim.com has saw 97,016 visitors in 2015. The highest numbers of visitors are from Seattle, Sequim and up and down the I-5 corridor. Top referrers are:

- Sequimwa.gov
- Lavenderfestival.com
- Olympicpeninsula.org
- Visitseattle.com
- Komonews.com
- Bing.com
- Sequimchamber.com

Wedding Shows

The City had a booth at the Tulalip Wedding Show in January. Sue Boucher from That Takes the Cake volunteered to staff the booth. Attendance to the booth was good with 140 attendees entering the drawing. The committee discussed whether this is still a viable marketing approach since a couple of the key venues are no longer open for events. Barbara is going to send out a request for input to the wedding businesses, and will recommend a plan based on their response.

2016 Meeting Schedule- All meetings are at 1:30 p.m. in the Sequim Civic Center Community Conference Room. The 2016 schedule is:

Friday, June 10

Friday, September 9

Friday, December 9

Please note the dates sent out in the March 18 agenda were incorrect. The correct dates are above.

Meeting adjourned.